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DECEMBER 1962

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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

- **Fruit**
- **Juices**
- **Drinks**

AND OTHER PRODUCTS

CPFJ-137

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, canned fruit drinks and fresh oranges and grapefruit. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of American consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

CONTENTS

	Page
Highlights.....	3
Frozen concentrated and chilled juices.....	4
Canned single-strength juices.....	7
Canned single-strength fruit drinks.....	11
Canned and refrigerated citrus salads and sections.....	13
Fresh oranges and grapefruit.....	14

Tables and Figures

Frozen concentrated orange juice.....	15
Chilled orange juice.....	16
Canned single-strength orange juice.....	17
Canned single-strength grapefruit juice.....	18
Canned single-strength pineapple juice.....	19
Prune juice.....	20
Tomato juice.....	21
Canned single-strength orange drink.....	22
Canned single-strength pineapple-grapefruit drink.....	23
Canned grapefruit sections.....	24
Miscellaneous canned single-strength juices.....	25
Miscellaneous canned single-strength fruit drinks.....	25
Total canned single-strength juices.....	26
Total canned single-strength fruit drinks.....	26
Refrigerated citrus salads and sections.....	27
Fresh oranges.....	28
Fresh grapefruit.....	28
Prices paid per serving.....	29
Amount spent for juices and canned fruit drinks.....	30
Summary of purchases.....	31
Consumer purchases of juices and canned fruit drinks.....	32
Percentage of families buying citrus and other products.....	33
Share of market.....	34
Consumer expenditures for juices and canned fruit drinks (figure).....	35

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

March 1963

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES
DRINKS, AND OTHER PRODUCTS
DECEMBER 1962

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

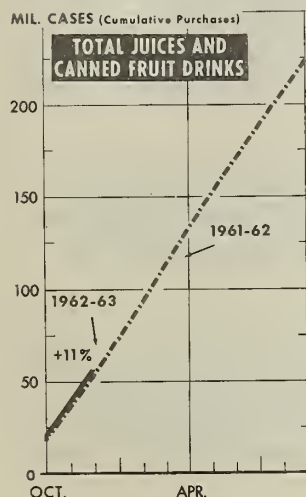
HIGHLIGHTS

Household consumers bought 12 percent or 2 million cases more frozen concentrated juices, canned single-strength juices, canned fruit drinks, and chilled orange juice in December 1962 than in the same month of 1961. The volume of purchases amounted to 19.4 million cases on an equivalent single-strength basis.

Retail movement also was heavy in October and November, and accumulated purchases in the first quarter of the 1962-63 marketing year beginning in October were 11 percent -- 5.7 million cases -- ahead of the same months of 1961-62. (See figure in margin.)

Prices paid averaged 4.3 cents per 6-ounce serving in December, a decrease of 10 percent or 0.5 cent per serving from December 1961. October and November prices also were down by about the same amount. Thus consumers bought a considerably greater quantity of juices and canned fruit drinks in December for an amount (\$59.5 million) slightly less than spent a year earlier. Similarly, cumulative expenditures in the first 3 months of the season (\$177.5 million) were about the same as a year earlier, despite the increase in volume of purchases.

Increased use of orange products accounted for most of the gain over December 1961. Purchases of frozen concentrated orange juice -- up 26 percent -- and of chilled orange juice -- up 25 percent -- were the heaviest yet recorded for these products. Use of canned orange drink was up 17 percent to a new December high, and purchases of canned single-strength orange juice -- up 21 percent -- were greater than in most months of recent years.



Purchases of prune juice and miscellaneous canned juices held about the same. Tomato juice was up about 3 percent; and use of miscellaneous frozen concentrated juices, and miscellaneous canned fruit drinks increased moderately.

On the other hand, purchases of pineapple-grapefruit drink were down 2 percent from December 1961; canned grapefruit juice was down 4 percent; and pineapple juice was off 20 percent.

Frozen orange concentrate accounted for 44 percent of the total quantity of juices and fruit drinks bought for home use in December, an increase of 5 percentage points over the year-earlier share of market. Other orange juices and drinks also had larger market shares, but non-orange products had smaller shares.

Prices paid for pineapple juice were 4 percent higher than in December 1961, but other juices and canned fruit drinks were less expensive. The greatest price declines were reported for orange products, with chilled orange juice off 11 percent and frozen orange concentrate and canned orange juice both down 21 percent.

Purchases of fresh grapefruit were up 3 percent from December 1959, the last comparable month for which data are available for fresh citrus. In contrast, purchases of fresh oranges were down 13 percent.

Use of canned grapefruit sections was up 16 percent from December 1961. Movement of refrigerated citrus salads and sections were off rather sharply from November, but was about the same as in October when these products were first reported.

Citrus crops were damaged by freezes in mid-December. Losses were severe in Florida, where most of the frozen concentrated orange juice is produced. Prices of that product began advancing in the latter part of December.

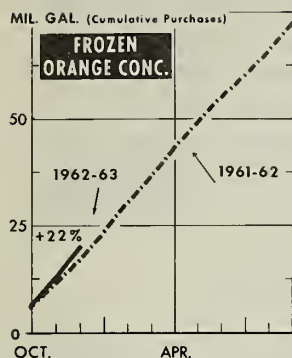
FROZEN CONCENTRATED AND CHILLED JUICES

Frozen Orange Concentrate Highest Ever

Household consumers bought 7.2 million gallons of frozen concentrated orange juice in December 1962, 26 percent more than a year earlier, and the greatest volume recorded for any month in this 14 year series. ^{1/}

^{1/} Monthly and cumulative data on purchases and expenditures for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 20.

The gain in purchases may be associated with a heavy promotional program that was begun in September, and with lower prices which were the lowest recorded for any month since November 1957. (See tables 1 and 20 and figures 11-14.)



The heavy December movement also may be associated with consumer anticipation of reduced supplies and higher prices as a result of freezes that damaged citrus crops, particularly those in Florida. This state accounts for a large proportion of the total production of frozen concentrated orange juice, and the supply of the product in 1962-63 may be below levels of recent years.

Prices paid for frozen orange concentrate averaged 15.7 cents per 6-ounce can in December. This was a decline of 4.2 cents or about 21 percent from both a year earlier and the 5-year (1957-61) average for the month. The cost of a 6-ounce serving dropped from 5 to 3.9 cents, which was less than paid for most other juices, canned fruit drinks, or other beverages frequently found in the home. (See table 18.)

Retail prices of frozen orange concentrate since October 1952 have fluctuated between a low of 13.3 cents in June 1957 and a high of 25.5 cents in December 1958. However, only in a relatively few months of this 10-year period have prices been lower than those in December 1962.

The annual index of prices (1957-61 = 100) rose from 84 in 1952-53 to 102 in the freeze year of 1957-58 when the freeze damage was apparently not as great as in December 1962. In the post freeze years, prices dropped from 113 in 1958-59 to 90 in 1961-62. The December 1962 price index was down to 80. (See figure 1.)

The proportion of families buying in December (32.7 percent) and the average size of purchase (8.6 cans per buying family) were both new highs for the product. The proportion of buyers was up 3 percentage points from a year earlier, and the average size of purchase was up 1 can.

Despite the record volume of purchases, the amount consumers spent for frozen orange concentrate in December -- \$24.2 million -- was not quite as great as in the same month a year earlier. (See table 19.)

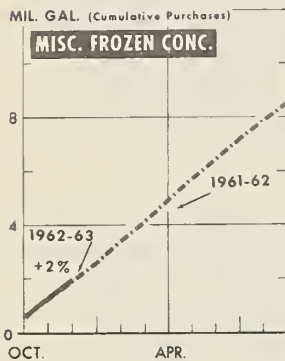
Similarly, while cumulative purchases in the first 3 months of the 1962-63 season were 22 percent greater than in the same period of 1961-62, consumer expenditures were off 3 percent. This amounted to an increase of 3.7 million

gallons in the quantity bought, against a decrease of \$2.3 million in the amount spent for the product.

Frozen orange concentrate accounted for 44 percent of all juices and canned fruit drinks bought for home use in December, for a gain of 5 percentage points in share of market over a year earlier. Chilled orange juice also had a greater market, but the share for canned single-strength juices was down 4 points, and lesser losses were reported for canned fruit drinks and miscellaneous frozen concentrates.

Miscellaneous Frozen Concentrates Up Moderately

Household purchases of miscellaneous frozen concentrates such as grape, grapefruit, pineapple, tangerine, and blends (some containing citrus) were up 5 percent -- 33,000 gallons -- from December 1961. Nevertheless as the gain was small compared with that of frozen orange concentrate, the share of market shrank to 4.1 percent from 4.4 percent a year earlier and 6.1 percent 2 years earlier. (See table 20.)



Movement of this group of products was slow in October and November. As a result, cumulative purchases in the first quarter of 1962-63 were only 2 percent -- 36,000 gallons -- ahead of corresponding months of 1961-62.

Retail prices were down 6 percent to 17.9 cents per 6-ounce can or 4.5 cents per 6-ounce serving. This was 14 percent more than paid for frozen orange concentrate, the reverse of the situation in December 1961 when miscellaneous concentrates were the less expensive.

Consumer expenditures in December for these products held at the year earlier level of \$2.6 million. Cumulative expenditures for the quarter, however, were down about 3 percent.

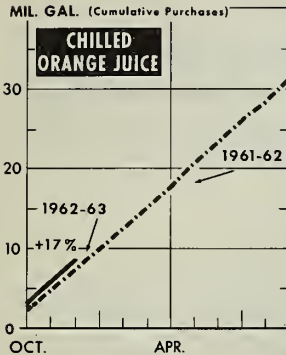
Total Frozen Concentrates Corner About Half of Household Market

Purchases of total frozen concentrated juices amounted to 7.9 million gallons in December, an increase of 24 percent -- 1.5 million gallons -- over the same month of 1961. This quantity represented 48 percent of all juices and canned fruit drinks bought for home use, compared with 43 percent a year earlier. (See table 20.)

Retail prices of frozen concentrated juices were down 20 percent from the preceding December to 4 cents per 6-ounce serving. This was a considerably greater decline than reported for other types of products.

Consumer expenditures totaled \$26.7 million for the month, about the same as a year earlier. Cumulative expenditures for the season, however, were down moderately.

New Highs for Chilled Orange Juice



A record 3 million gallons of chilled orange juice was bought for household use in December, 25 percent more than a year earlier, and 57 percent more than the 5-year (1957-61) average for the month. (See figures 2 and 11-14.)

December was the third month in succession that purchases were at record levels. And cumulative movement in the first quarter of 1962-63 was 17 percent or 1.3 million gallons ahead of the preceding season, the previous high year. (See figure in margin.)

About 6.3 percent of the Nation's families drank chilled orange juice in December, compared with only 5.1 percent a year earlier. While this proportion of buyers was equaled in May, it has not been exceeded. The average size of purchase held at 3.5 quarts per buying family.

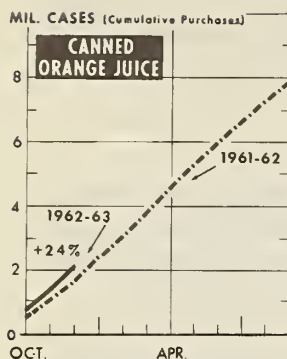
Retail prices were down 11 percent (4.6 cents) to 36.3 cents per quart. The relative decline in price of this orange product was not as great as the declines reported for frozen orange concentrate or canned orange juice. A 6-ounce serving of chilled orange juice cost consumers 6.8 cents, well above the cost of most competing products. (See table 18.)

In spite of the lower prices, the amount families spent for chilled orange juice was up 11 percent or \$4.4 million from a year earlier, and was 43 percent greater than the average for the month. Moreover, chilled orange juice was one of the few products for which cumulative expenditures for the quarter were above the same period of 1961-62.

CANNED SINGLE-STRENGTH JUICES

Canned Orange Juice Makes Substantial Gain

A greater number of buyers, coupled with a larger average size of purchase resulted in an increase of 21 percent -- 120,000 cases -- in purchases of canned orange juice in comparison with the low December 1961 volume. This brought the index of purchases (1957-61 = 100) up to 93, the highest it has been for about 2 years. (See figures 3 and 11-14.)

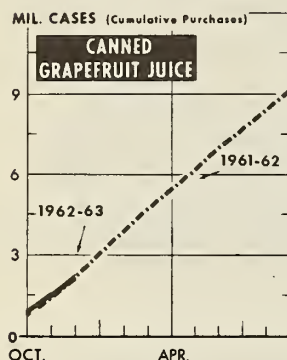


Canned orange juice accounted for 3.6 percent of all juices and canned fruit drinks bought for home use during the month. As for other orange products, this represented an increase in share of market over the preceding December.

Prices paid were down 21 percent -- 9.1 cents -- from a year earlier to 34 cents per 46-ounce can, the lowest recorded since early 1958. This was a continuation of the downtrend that has persisted for about a year.

As a result of lower prices, consumer expenditures were off 5 percent from December 1961. Cumulative purchases thus far in the current season were up 24 percent -- 410,000 cases -- from the same part of 1961-62. But even so, cumulative expenditures were off slightly.

Grapefruit Juice Well Above Average



Household use of canned grapefruit juice was down moderately in comparison with the heavy movement of a year earlier. Nevertheless, December purchases were 19 percent greater than the 1957-61 average for the month. (See figures 4 and 11-14.)

About 5.4 percent of the Nation's families bought the juice and purchases averaged 2.4 cans per buying family. Both of these components of retail movement were off a little from a year earlier.

Retail prices were down 2 cents to 26.4 cents per 46-ounce can. At this price, a 6-ounce serving cost 3.4 cents, 21 percent less than the average cost of all juices and fruit drinks. (See table 19.)

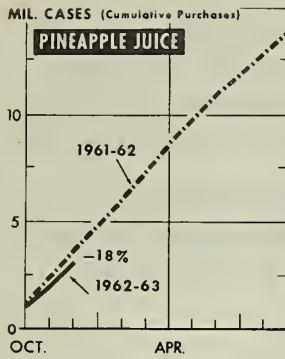
Cumulative purchases for the first months of 1962-63 (2.2 million cases) were almost the same as in the corresponding period of 1961-62. Cumulative expenditures, however were down about 7 percent.

Pineapple Juice Remains Slow

Household purchases of pineapple juice were down 20 percent -- 260,000 cases -- from December 1961, and down 8 percent from the 1957-61 average for the month. In contrast, purchases of most competing products were up from both a year earlier and the average for the month. (See figures 5 and 11-14.)

This juice had about 5 percent of the household market in December, compared with 7 percent for the corresponding month of each of the 2 preceding years.

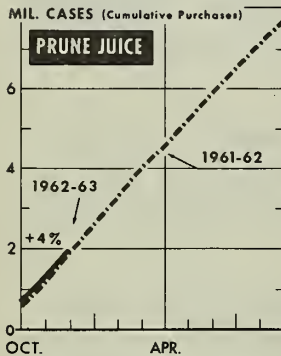
Purchases were slow in the first quarter, and cumulative movement was 19 percent -- 680,000 cases -- behind the same 3 months of 1961-62. (See chart in margin.)



Only 8.1 percent of the Nation's families bought pineapple juice in December, compared with 10.1 percent a year earlier. Furthermore, the average size of purchase also was smaller.

Retail prices were up 4 percent from December 1961 to 29.5 cents per 46-ounce can. But even so, prices remained slightly below the 5-year average for the month. With prices down and movement slow consumer expenditures in December, as well as total expenditures for the first quarter of 1962-63, were 17 percent below year earlier levels.

Prune Juice Steady



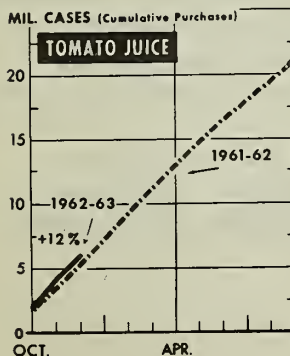
About the same quantity of prune juice was bought for household consumption in December 1962 as in the corresponding month of 1961. The level of purchases held about 6 percent above 1957-61 averages. (See figures 6 and 11-14.)

The proportion of families buying (6.3 percent) was off a little from a year earlier. That loss, however, was offset by a larger average size of purchase, which at 2.5 quarts per buying family, was among the heaviest recorded.

Retail prices were down 1.1 cents from the preceding December to 42.8 cents per quart. Nonetheless, consumer expenditures remained about 11 percent above average, as they have been for more than a year.

Cumulative purchases for the quarter were 4 percent -- 75,000 cases -- ahead of the same 3 months of 1961-62. However, as prices averaged lower, expenditures remained about the same. (See table 19.)

Tomato Juice Up Slightly



Household consumption of tomato juice was up 3 percent -- 50,000 cases -- from December 1961, and was 10 percent above the 5-year average (1957-61) for the month. Nevertheless, the seasonal decline from November was considerably greater than usual, and the share of market dropped from 11.5 percent in that month to 9.2 percent in December. (See figures 7 and 11-14.)

The size of purchase averaged 2 cans among the 15 percent of the Nation's families that bought tomato juice in

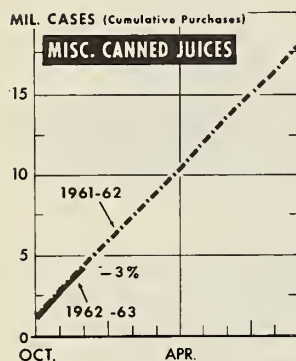
December. Both factors were about the same as in the corresponding month of 1961.

Retail prices were down about 4 percent from both a year earlier and the 5-year average for the month to 26.9 per 46-ounce can. Of individually reported products, only canned grapefruit juice was less expensive. (See table 18.)

Cumulative purchases for the season through December were 12 percent -- 650,000 cases -- above corresponding months of 1961-62. Cumulative expenditures were up about the same.

Miscellaneous Juices Unchanged

Retail movement of miscellaneous canned juices such as apple, grape, tangerine, and blends (some containing citrus) was almost the same in December 1962 as a year earlier. (See table 11 and figures 11-14.)

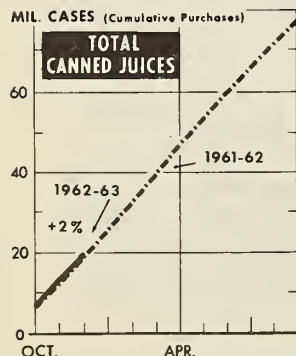


About 17 percent of families bought one or more of these juices during the month -- the size of purchase averaged about 1.4 cans. These components of retail movement were about the same as in December 1961.

Retail prices for the product group were down 4 percent to 35.2 cents per 46-ounce can. This amounted to 4.6 cents per serving, more than paid for most individually reported products.

Purchases were slow in the 2 preceding months, and cumulative movement in the first quarter of 1962-63 was 3 percent -- 146,000 cases -- below a year earlier. As prices also averaged lower, cumulative expenditures were off 7 percent.

Total Canned Juices About the Same



With canned orange juice up, pineapple juice off, and other juices steady, aggregate purchases of canned single-strength juices in December were about the same as a year earlier. Nonetheless, as movement of other types of products increased, the canned juice share of market dropped to 32.6 percent from 37 percent. This was an unusually small share for this time of year. (See tables 13 and 20 and figures 11-14.)

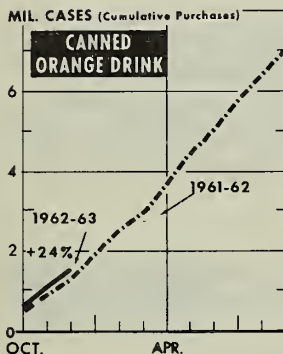
About 41 percent of the Nation's families bought one or more canned juices during the month. Purchases averaged 2.6 cans per buying family. Both of these were about the same as 12 months earlier.

Retail prices were down moderately to 4.4 cents per 6-ounce serving. This was 11 percent more than paid for frozen concentrated orange juice.

Cumulative purchases in the first quarter of 1962-63 were 2 percent -- 320,000 cases -- ahead of those a year earlier. In comparison, use of canned fruit drinks increased 6 percent and a 20-percent gain was registered for the frozen concentrates. Consumer expenditures for canned juices, were off moderately as a result of lower prices. (See table 19.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

Orange Drink Up Sharply



Household use of canned orange drink increased 17 percent or 73,000 cases over December 1961. This brought the index of purchases (1957-61 = 100) up to 125 -- reflecting the heaviest December volume yet reported. (See figures 8 and 11-14.)

The heavier movement was associated with an increase in the number of users to 3.2 percent of the Nation's families. Also, the average size of purchase was up moderately.

On the average, 31.2 cents was paid for a 46-ounce can of orange drink, off 1.6 cents from a year earlier. Because of the increase in buying, however, the amount families spent was 11 percent greater than in December 1961 and 26 percent greater than the 5-year average. (See table 19.)

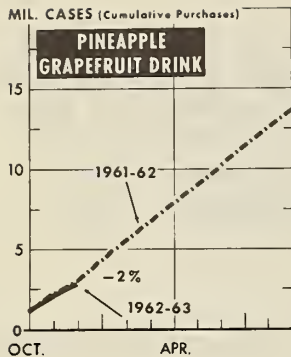
Purchases also were heavy in October and November, and accumulated movement in the first quarter of the current season was 24 percent -- 310,000 cases -- ahead of the same months of 1961-62. Cumulated expenditures for orange drink also were ahead of a year earlier. In contrast, the season's expenditures for most competing products were off from 1961-62.

Pineapple-grapefruit Drink Continues Slow

Purchases of pineapple-grapefruit drink were not quite as great as the relatively small volume of December 1961. The index of purchases (1958-61 = 100) slipped to 95, the lowest reported for several years. (See figures 9 and 11-14.)

This blended drink accounted for 4.4 percent of all juices and canned fruit drinks bought for home use in December,

compared with 5 percent a year earlier, and 6.4 percent 2 years earlier.

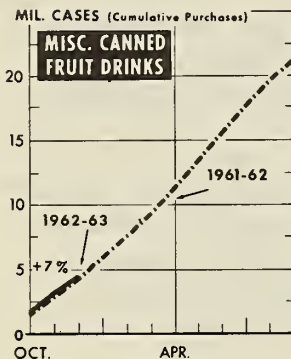


Only 5.9 percent of the Nation's families bought pineapple-grapefruit drink in December, the smallest proportion of buyers recorded for several years. The average size of purchase, although larger than a year earlier, was not as great as in most other months.

Retail prices were down 0.8 cent to 27.5 cents per 46-ounce can, or to 3.6 cents per 6-ounce serving. Prices, as usual, were well below the average for all products. (See table 18.)

Total purchases thus far in the 1962-63 season were 2 percent below those in the corresponding portion of 1961-62. Total expenditures for the product were off 5 percent.

Miscellaneous Fruit Drinks Gain



Household use of miscellaneous canned fruit drinks was up 7 percent -- 104,000 cases -- from the preceding December. These products include canned noncarbonated fruit ades, punches, and drinks other than orange and pineapple-grapefruit which are individually reported. (See table 12 and figures 11-14.)

Cumulative retail purchases in the first 3 months of 1962-63 also were 7 percent -- 280,000 -- ahead of the corresponding period of 1961-62.

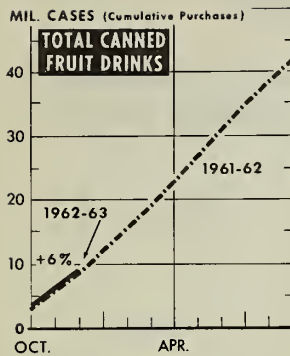
The size of purchase averaged 2.3 cans among the 11 percent of the Nation's families who bought these products in December. Both factors of retail movement were larger than a year earlier.

On the average, a 46-ounce can of miscellaneous fruit drinks cost 34.4 cents, down 0.7 cent from the preceding December. This represented a cost of 4.5 cents per 6-ounce serving, more than paid for most individually reported juices or drinks.

Total Canned Fruit Drinks Up Moderately

December purchases of canned fruit drinks in the aggregate were up 6 percent -- 160,000 cases -- from the same month of 1961. The gain was small, however, in relation to those of frozen concentrated and chilled juices, and consequently the canned fruit drink share of market (14.7 percent) was down nearly 1 percentage point from a year earlier and 2 points from 2 years earlier. This loss in market was not as great as that reported for canned single-strength juices. (See tables 14 and 20 and figures 11-14.)

Purchases also were moderately heavy in October and November. And as a result, cumulative movement in the first quarter of 1962-63 was 6 percent or 530,000 cases ahead of a year earlier. (See figure in margin.)



The gain in movement of the preceding December was associated with a larger size of purchase, as the proportion of families buying (17.4 percent) was down slightly.

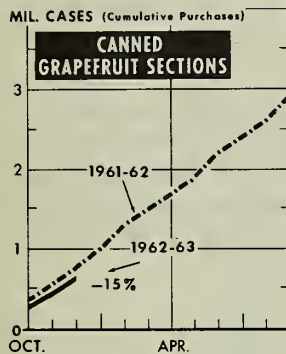
Retail prices were off 0.7 cent to 31.8 cents per 46-ounce can. At this price, a 6-ounce serving cost 4.2 cents, compared with 4 cents for frozen concentrated juices, and 4.4 cents for canned single-strength juices.

Expenditures for canned fruit drinks in December, as well as for the first quarter of 1962-63, were moderately above year earlier levels. In contrast, expenditures for frozen concentrates and canned single-strength juices were down. (See table 19.)

CANNED AND REFRIGERATED CITRUS SALADS AND SECTIONS

Canned Grapefruit Sections Rise Sharply

Household use of canned grapefruit sections was up contra-seasonally from November to 201,000 cases. This represented a 16 percent gain over December 1961, and a 5 percent gain over the 1957-61 average for the month. (See figures 10-15.)



Movement was slow in both October and November, however, and cumulative purchases for the quarter were 15 percent -- 114,000 cases -- behind corresponding months of 1961-62. (See figure in margin.)

Most of the gain was a result of an increase in the average size of purchase to 3.4 cans per buying family. Canned grapefruit sections were used by about 3.3 percent of the Nation's families in December.

Retail prices were down 0.5 cent to 20.3 cents per No. 303 can. Prices have held close to this level for several years. Shoppers spent 13 percent more for grapefruit sections in December than a year earlier, but nevertheless, cumulative expenditures for the season, like cumulative purchases, were substantially below 1961-62 levels.

Refrigerated Citrus Salads and Sections Off from November

In total, purchases of refrigerated citrus salads and sections (excluding grapefruit sections which were bought by few families) amounted to 317,000 gallons in December.

Movement was off 20 percent from November, but was about the same as in October when these data were first reported. About 1.7 percent of shoppers bought these refrigerated products in December, a smaller proportion than in either of the 2 preceding months. (See table 15.)

Purchases of orange and grapefruit sections accounted for about 44 percent of the total, and miscellaneous citrus salads, for about 56 percent.

FRESH ORANGES AND GRAPEFRUIT

Oranges Down Sharply from December 1959

Consumer purchases of fresh oranges were off 13 percent in comparison with December 1959, the last comparable month for which data are available on purchases of fresh citrus fruit. (See table 16.)

Retail movement also was slow in October and November. As a result, cumulative purchases in the first quarter of 1962-63 were 24 percent behind the corresponding period of 1959-60.

Fresh oranges were used in about 42 percent of the Nation's homes in December, compared with 44 percent in the same month 3 years earlier. The average size of purchase also dropped to 22 oranges from 27.

Prices paid were up 6 cents from December 1959 to 49.4 cents per dozen. Nevertheless, because of the decline in movement, consumer expenditures held at about \$21 million. In comparison, expenditures for frozen orange concentrate were up 14 percent from 3 years earlier to \$24.2 million.

Grapefruit Up Moderately

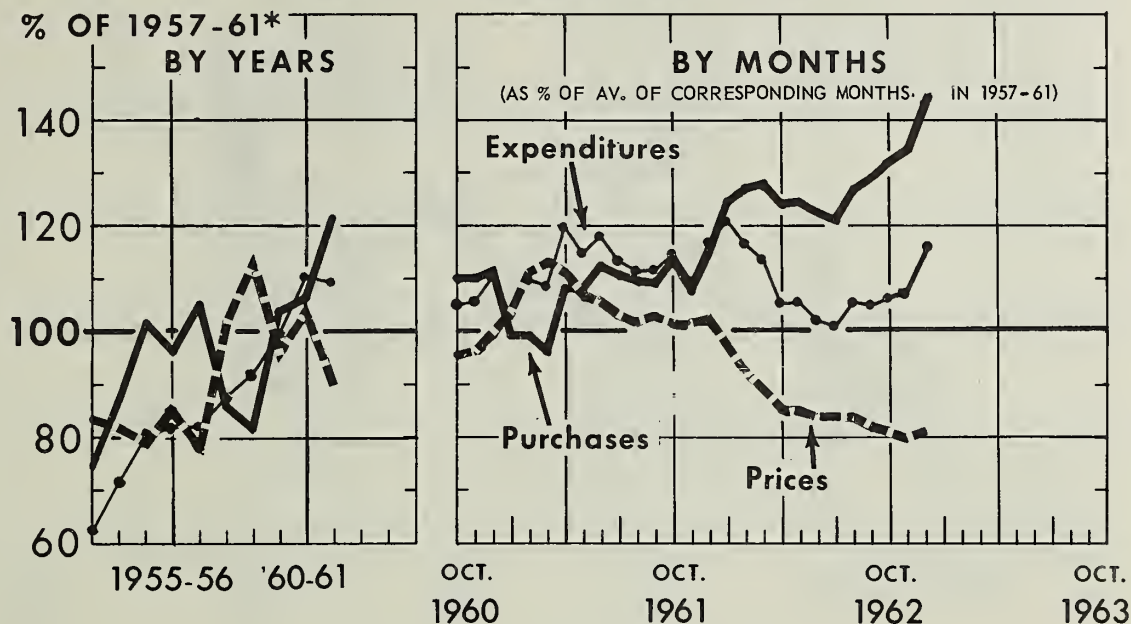
In contrast to the decline in the use of oranges, household purchases of fresh grapefruit were up about 3 percent from December 1959. Purchases averaged 10.5 grapefruit among the 23.7 percent of families that bought. (See table 17.)

Retail prices averaged 88.4 cents per dozen, or 6 percent more than in December 1959.

With both purchases and prices up, consumer expenditures for grapefruit in December (\$10 million) were about 9 percent greater than 3 years earlier. Cumulative purchases for the first quarter lagged 4 percent behind those of 1959-60. But as prices were higher, expenditures for the quarter (\$24.9 million) were about the same.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

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ECONOMIC RESEARCH SERVICE

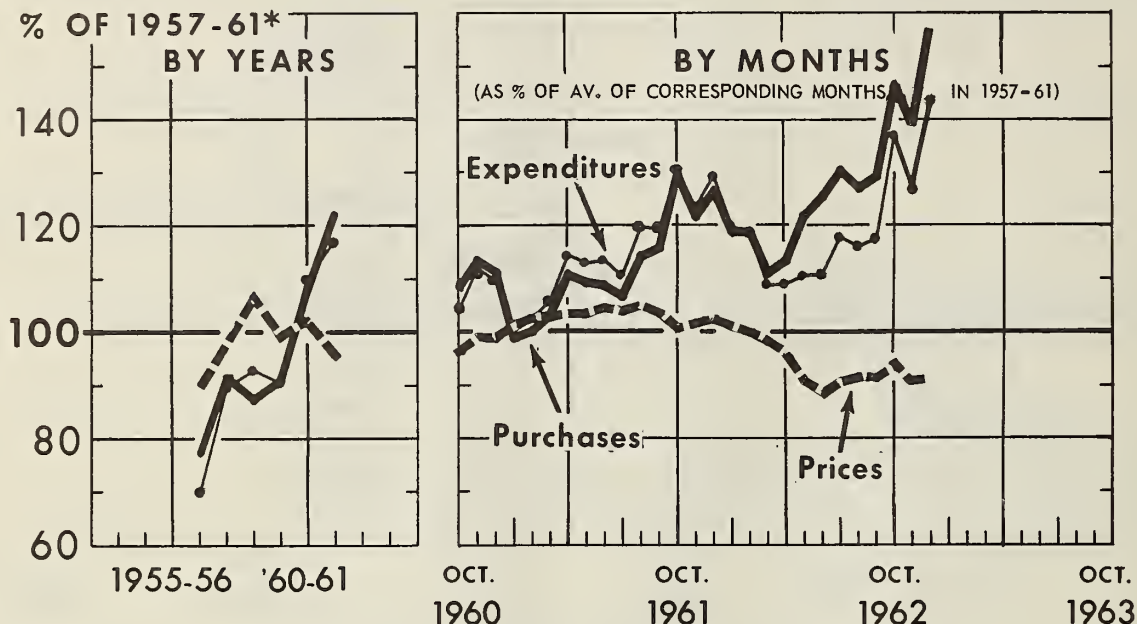
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.	7,215	5,728	4,996	32.7	29.8	52	46	15.7	19.9	19.6
Oct.-Dec.	20,603	16,854	15,077							
Jan.		6,584	5,312		31.3		50		19.0	19.6
Feb.		6,582	5,207		31.5		50		18.0	19.6
Mar.		6,587	5,172		31.1		50		17.4	19.6
Jan.-Mar.		19,753	15,691							
Apr.		6,363	5,147		30.6		49		16.4	19.3
May		6,123	4,941		29.5		49		16.4	19.3
June		5,776	4,740		28.4		48		16.3	19.5
Apr.-June		18,262	14,828							
July		5,543	4,601		27.2		48		16.4	19.6
Aug.		5,779	4,580		28.7		47		16.5	19.8
Sep.		6,562	5,111		31.3		49		16.0	19.6
July-Sept.		17,884	14,292							
Season		72,753	59,888						17.7	19.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 1742

ECONOMIC RESEARCH SERVICE

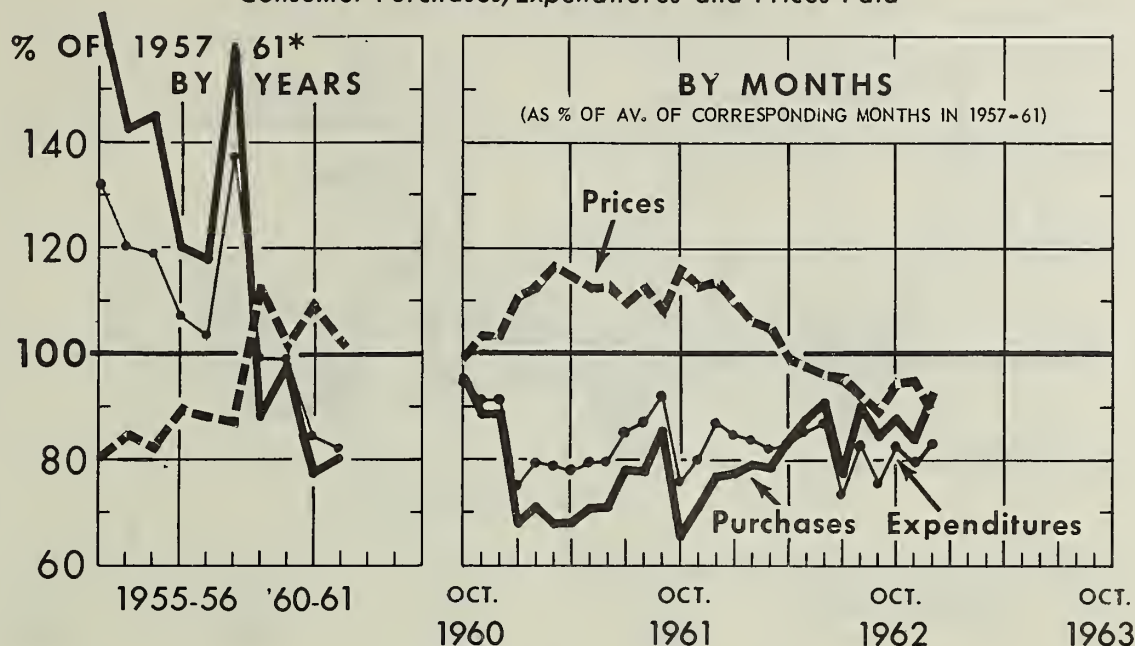
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.	3,002	2,410	1,911	6.3	5.1	111	111	36.3	40.9	40.0
Oct.-Dec.	8,662	7,379	5,878							
Jan.		2,489	2,098		5.7		104		39.4	39.1
Feb.		2,713	2,288		6.0		106		38.6	38.7
Mar.		2,511	2,267		5.6		107		38.8	39.6
Jan.-Mar.		7,713	6,653							
Apr.		2,532	2,239		5.8		103		37.8	39.3
May		2,840	2,339		6.3		106		35.1	38.7
June		2,863	2,291		6.2		108		33.9	38.3
Apr.-June		8,235	6,869							
July		2,681	2,064		6.2		101		35.4	39.1
Aug.		2,408	1,901		5.6		100		36.2	39.6
Sep.		2,544	1,974		5.9		102		36.1	39.6
July-Sept.		7,633	5,939							
Season		30,960	25,339						37.6	39.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 1743

ECONOMIC RESEARCH SERVICE

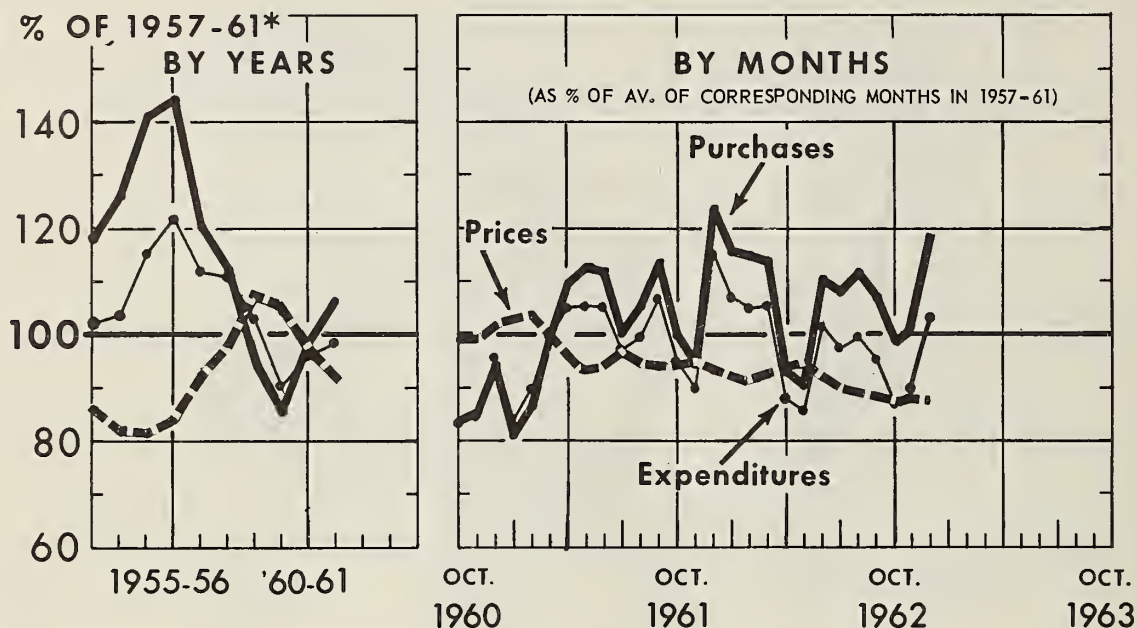
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	749	559	852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	677	574	808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.	699	579	754	6.0	5.2	92	89	34.0	43.1	38.1
Oct.-Dec.	2,125	1,712	2,414							
Jan.		690	892		6.3		87		40.5	37.0
Feb.		719	909		6.2		92		39.7	37.5
Mar.		718	915		5.9		97		39.2	37.5
Jan.-Mar.		2,127	2,716							
Apr.		736	881		5.8		101		37.5	37.8
May		734	838		6.0		97		36.9	37.9
June		731	806		6.0		96		36.1	37.7
Apr.-June		2,201	2,525							
July		592	764		5.1		91		36.5	38.5
Aug.		638	708		5.6		90		35.8	39.0
Sep.		599	709		5.3		89		35.7	39.9
July-Sept.		1,829	2,181							
Season		7,869	9,836						38.8	38.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 1744

ECONOMIC RESEARCH SERVICE

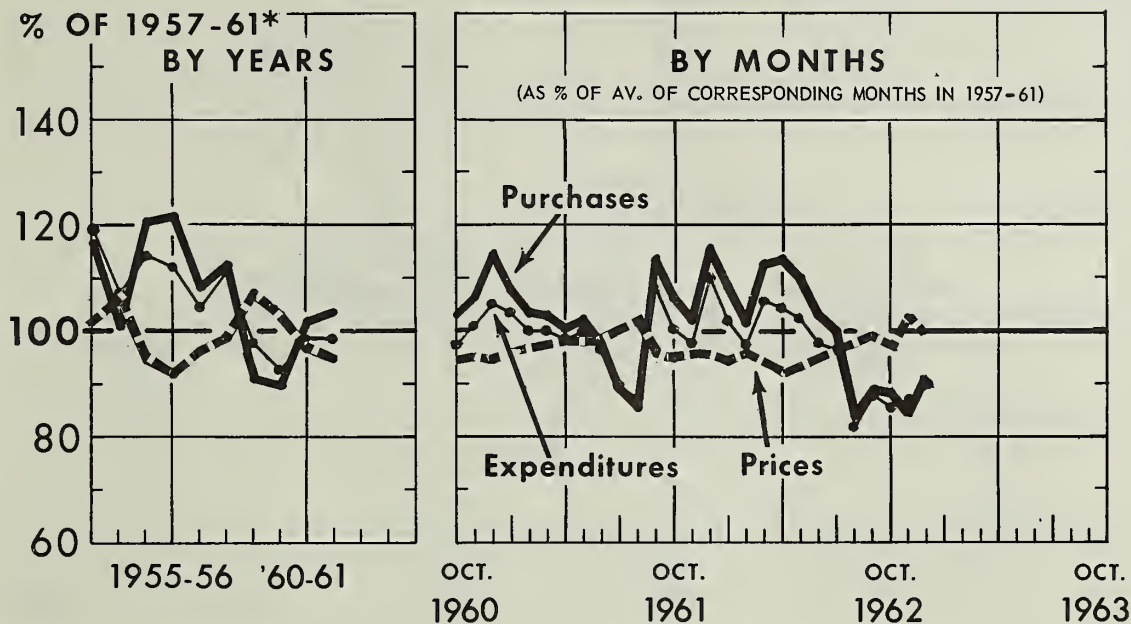
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.	765	796	643	5.4	5.7	111	113	26.4	28.4	30.4
Oct.-Dec.	2,227	2,217	2,098							
Jan.		876	755		6.3		110		27.8	30.1
Feb.		823	715		5.9		111		27.8	30.4
Mar.		841	738		5.9		114		27.9	30.1
Jan.-Mar.		2,540	2,208							
Apr.		740	793		5.4		109		27.5	29.1
May		708	781		4.8		118		27.3	28.9
June		790	714		5.6		111		26.9	29.2
Apr.-June		2,238	2,288							
July		685	632		4.9		111		27.3	30.3
Aug.		764	683		5.3		114		26.7	29.9
Sep.		712	663		5.2		108		26.9	30.3
July-Sept.		2,161	1,978							
Season		9,156	8,572						27.7	30.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 1745

ECONOMIC RESEARCH SERVICE

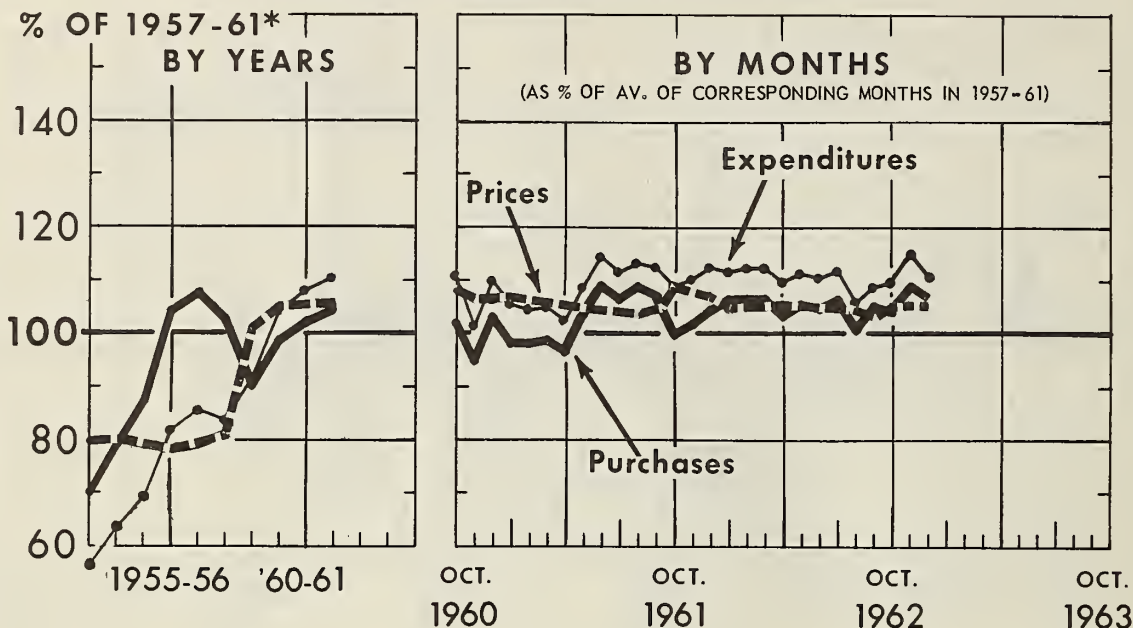
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.	1,015	1,275	1,106	8.1	10.1	99	101	29.5	28.3	29.7
Oct.-Dec.	3,003	3,684	3,419							
Jan.		1,262	1,165		10.1		100		27.7	29.5
Feb.		1,182	1,164		10.2		92		28.4	29.7
Mar.		1,301	1,156		10.2		102		28.0	29.8
Jan.-Mar.		3,745	3,485							
Apr.		1,257	1,108		10.1		98		27.4	29.8
May		1,234	1,123		9.7		101		27.3	29.4
June		1,092	1,061		8.6		101		28.0	29.6
Apr.-June		3,583	3,292							
July		1,020	1,023		8.0		101		28.9	30.0
Aug.		875	1,042		7.5		92		28.8	29.6
Sep.		957	1,079		7.6		99		28.8	29.1
July-Sept.		2,852	3,144							
Season		13,864	13,340						28.0	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 1746

ECONOMIC RESEARCH SERVICE

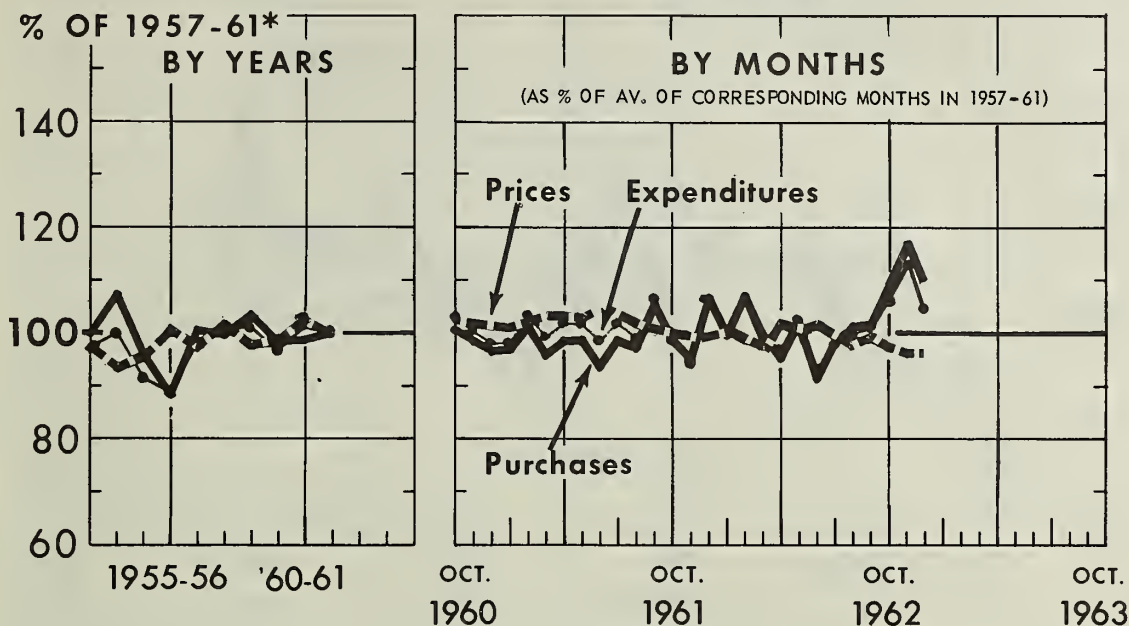
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.	636	628	599	6.3	6.7	80	75	42.8	43.9	40.8
Oct.-Dec.	1,948	1,873	1,829							
Jan.		697	652		7.0		80		42.9	40.9
Feb.		699	653		7.6		73		43.6	41.4
Mar.		700	654		7.5		74		43.7	41.5
Jan.-Mar.		2,096	1,959							
Apr.		625	602		7.0		70		44.2	41.7
May		643	607		6.7		76		44.1	41.8
June		631	600		6.5		76		43.9	41.7
Apr.-June		1,899	1,809							
July		610	571		6.2		78		43.8	41.7
Aug.		576	569		6.1		75		43.6	41.6
Sep.		636	602		6.4		79		43.1	41.7
July-Sept.		1,822	1,742							
Season		7,690	7,339						43.7	41.3

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 7

NEG. ERS 1747

ECONOMIC RESEARCH SERVICE

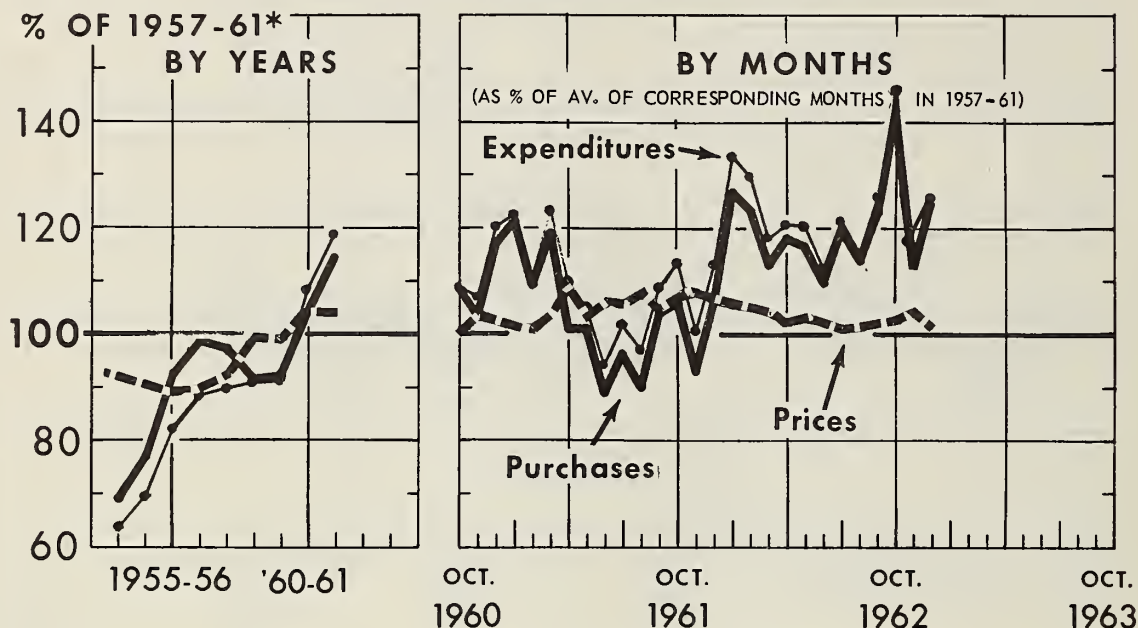
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.	1,795	1,744	1,632	15.1	15.3	94	92	26.9	28.0	28.1
Oct.-Dec.	5,942	5,290	5,286							
Jan.		1,926	1,926		16.7		92		28.3	28.1
Feb.		2,072	1,931		17.2		96		27.8	28.1
Mar.		1,930	1,930		16.5		94		27.0	27.6
Jan.-Mar.		5,928	5,787							
Apr.		1,797	1,879		15.4		92		28.2	27.7
May		1,832	1,791		15.4		94		27.8	27.6
June		1,561	1,700		13.9		89		28.5	28.0
Apr.-June		5,190	5,370							
July		1,509	1,530		13.6		88		28.2	28.3
Aug.		1,525	1,501		13.2		91		27.5	27.9
Sep.		1,621	1,588		13.6		95		27.3	27.5
July-Sept.		4,655	4,619							
Season		21,063	21,062						27.7	27.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 8

NEG. ERS 1748

ECONOMIC RESEARCH SERVICE

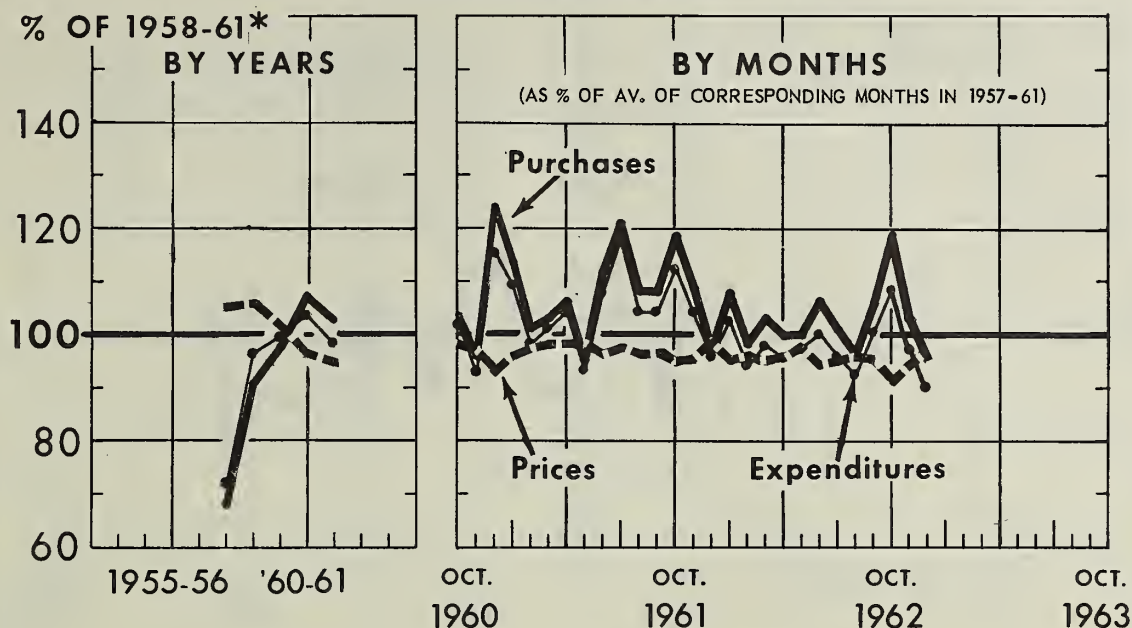
Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.	496	423	398	3.2	3.0	120	113	31.2	32.8	30.8
Oct.-Dec.	1,593	1,281	1,259							
Jan.		656	518		4.5		115		32.3	30.6
Feb.		579	470		3.9		118		32.9	31.3
Mar.		534	472		3.7		116		32.4	31.1
Jan.-Mar.		1,769	1,460							
Apr.		670	568		4.7		114		31.2	30.5
May		650	558		4.6		113		31.3	30.4
June		650	592		4.6		112		30.4	29.7
Apr.-June		1,970	1,718							
July		741	619		5.2		113		30.1	29.7
Aug.		616	541		4.5		108		30.0	29.6
Sep.		579	471		3.9		118		31.0	30.3
July-Sept.		1,936	1,631							
Season		6,956	6,068						31.5	30.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED S/S PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 9

NEG. ERS 1749

ECONOMIC RESEARCH SERVICE

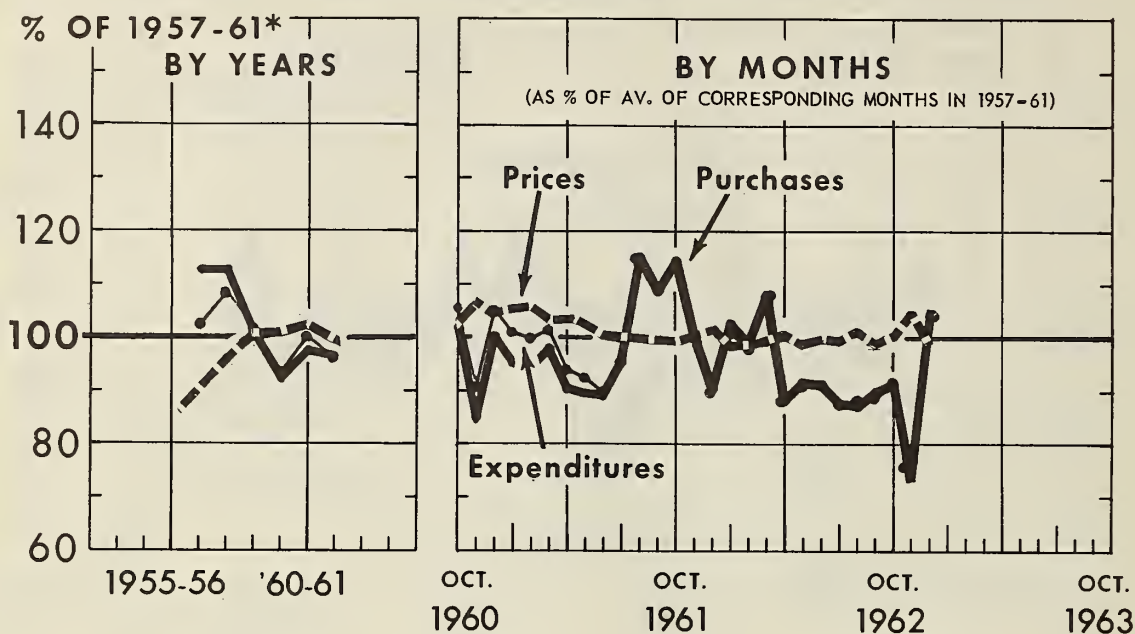
Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1958-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1958-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.	855	875	900	5.9	6.3	115	112	27.5	28.3	28.8
Oct.-Dec.	2,937	3,001	2,768							
Jan.		1,233	1,145		7.8		126		27.2	28.6
Feb.		1,238	1,259		8.2		120		27.1	28.3
Mar.		1,255	1,218		7.7		129		26.8	28.2
Jan.-Mar.		3,726	3,622							
Apr.		1,153	1,154		7.5		122		27.0	28.2
May		1,120	1,120		7.4		120		27.5	28.2
June		1,249	1,176		7.6		130		26.4	28.0
Apr.-June		3,522	3,450							
July		1,253	1,240		8.0		124		26.4	27.8
Aug.		1,067	1,108		6.8		124		26.9	28.0
Sep.		1,077	1,017		6.9		123		27.0	28.4
July-Sept.		3,397	3,365							
Season		13,646	13,205						27.1	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 10

NEG. ERS 1750

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.	201	174	192	3.3	3.2	54	49	20.3	20.8	20.5
Oct.-Dec.	668	782	752							
Jan.		252	245		4.0		56		19.9	20.2
Feb.		237	239		3.7		56		20.0	20.2
Mar.		244	225		3.7		58		20.3	20.4
Jan.-Mar.		733	709							
Apr.		201	227		3.5		50		20.4	20.3
May		214	233		3.6		53		20.2	20.4
June		233	255		3.6		58		20.5	20.5
Apr.-June		648	715							
July		232	264		3.7		55		20.6	20.7
Aug.		221	253		3.5		56		20.7	20.4
Sep.		256	284		3.8		60		20.1	20.4
July-Sept.		709	801							
Season		2,872	2,977						20.3	20.4

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.	1,437	1,416	1,417	17.0	17.2	67	66	35.2	36.7	---
Oct.-Dec.	4,228	4,374	4,331							
Jan.		1,505	1,540		17.5		68		36.7	---
Feb.		1,479	1,569		18.0		66		36.1	---
Mar.		1,465	1,622		17.5		67		36.1	---
Jan.-Mar.		4,449	4,731							
Apr.		1,511	1,611		17.5		68		36.1	---
May		1,594	1,678		18.8		67		34.6	---
June		1,544	1,573		18.6		66		35.1	---
Apr.-June		4,649	4,862							
July		1,480	1,494		17.8		66		35.0	---
Aug.		1,477	1,390		17.6		66		34.6	---
Sep.		1,357	1,355		16.6		65		34.7	---
July-Sept.		4,314	4,239							
Season		17,786	18,163						35.8	---

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.	1,508	1,404	1,326	11.2	10.9	106	103	34.4	35.1	35.1
Oct.-Dec.	4,538	4,257	4,097							
Jan.		1,634	1,467		12.5		104		34.6	34.9
Feb.		1,688	1,571		12.3		109		34.8	34.8
Mar.		1,812	1,609		12.1		119		34.6	34.8
Jan.-Mar.		5,134	4,647							
Apr.		1,885	1,764		13.7		109		34.5	34.6
May		2,230	2,031		14.9		119		33.9	33.9
June		2,124	2,166		14.6		115		33.7	33.8
Apr.-June		6,239	5,961							
July		2,060	2,021		14.5		112		33.2	33.4
Aug.		1,823	1,821		13.0		111		33.4	33.7
Sep.		1,727	1,709		11.9		114		33.8	33.9
July-Sept.		5,610	5,551							
Season		21,240	20,256						34.2	34.3

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.	6,347	6,438	6,152	41.2	41.5	122	124	33.4	34.8	---
Oct.-Dec.	19,437	19,150	19,379							
Jan.		6,956	6,931		47.8		116		34.5	---
Feb.		6,974	6,940		44.3		126		34.4	---
Mar.		6,955	7,015		43.3		128		34.1	---
Jan.-Mar.		20,885	20,886							
Apr.		6,666	6,875		42.3		125		34.1	---
May		6,745	6,817		42.6		126		33.6	---
June		6,349	6,454		41.8		120		34.1	---
Apr.-June		19,760	20,146							
July		5,896	6,013		39.5		118		34.4	---
Aug.		5,855	5,892		38.4		121		33.7	---
Sep.		5,882	5,995		38.4		121		33.8	---
July-Sept.		17,633	17,900							
Season		77,428	78,311						34.2	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.	2,859	2,702	2,635	17.4	17.6	130	123	31.8	32.5	32.3
Oct.-Dec.	9,068	8,539	8,070							
Jan.		3,523	3,235		21.4		131		31.6	31.8
Feb.		3,505	3,362		20.5		136		31.8	31.9
Mar.		3,601	3,408		20.0		143		31.6	31.7
Jan.-Mar.		10,629	10,005							
Apr.		3,708	3,558		21.3		138		31.6	31.7
May		4,000	3,758		22.3		142		31.7	31.7
June		4,023	4,027		22.5		142		30.9	31.3
Apr.-June		11,731	11,343							
July		4,054	4,007		22.6		142		30.5	30.8
Aug.		3,506	3,486		20.0		139		30.8	31.1
Sep.		3,383	3,233		19.1		140		31.2	31.5
July-Sept.		10,943	10,726							
Season		41,842	40,144						31.4	31.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date ^{1/}

Period ^{2/}	Orange and Grapefruit Sections				Grapefruit Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	Prices
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	paid per
		buying	family	32-oz.		buying	family	26-oz.
				jar				jar
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.	142	0.8	43.0	63.1	3/	---	---	---
Oct.-Dec.	480				29			
Jan.								
Feb.								
Mar.								
Jan.-Mar.								
Apr.								
May								
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								
	Other Citrus Salads				Total Salads and Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	
		buying	family	32-oz.		buying	family	
				jar				
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	
Oct.	141	0.8	40.1	61.9	311	1.8	42.1	
Nov.	197	1.1	41.5	62.4	394	2.0	47.0	
Dec.	175	1.0	40.6	61.5	317	1.7	45.2	
Oct.-Dec.	513				1,022			
Jan.								
Feb.								
Mar.								
Jan.-Mar.								
Apr.								
May								
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								

^{1/} These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

^{2/} Data are for 4-week (28-day) periods to facilitate comparisons.

^{3/} Too few buyers to permit analysis.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000	1,000	1,000	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.	42,444	48,925	57,708	41.5	44.4	22.1	27.4	49.4	43.4	37.9
Oct.-Dec.	80,123	105,348	129,260							
Jan.		48,506	51,049		43.0		27.5		45.9	39.9
Feb.		48,592	53,450		43.4		26.2		49.6	40.9
Mar.		42,941	50,259		40.6		25.6		51.8	43.0
Jan.-Mar.		140,039	154,758							
Apr.		35,817	48,090		36.7		22.4		53.7	44.8
May		29,927	43,252		31.8		22.8		51.3	47.4
June		21,441	31,128		23.9		20.9		54.2	47.8
Apr.-June		87,185	122,470							
July		14,214	26,665		14.8		22.0		54.6	45.4
Aug.		11,182	23,266		12.1		21.7		56.5	45.2
Sep.		12,916	22,788		13.6		21.6		54.1	46.2
July-Sept.		38,312	72,719							
Season		370,884	479,207						50.0	42.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 17.-- FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000	1,000	1,000	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	5,796	7,632	5,288	17.1	22.1	7.4	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.4	9.2	87.4	86.1	82.4
Dec.	11,349	11,023	11,968	23.7	25.1	10.5	10.6	88.4	83.4	78.5
Oct.-Dec.	27,715	28,889	27,397							
Jan.		13,533	13,633		28.9		11.0		83.9	77.4
Feb.		14,486	15,882		29.5		12.0		82.6	74.3
Mar.		14,106	15,092		29.1		11.8		85.2	77.7
Jan.-Mar.		42,125	44,607							
Apr.		11,086	13,100		23.8		11.0		94.1	82.1
May		6,769	9,571		18.2		9.1		107.3	91.5
June		3,422	5,334		10.8		7.6		116.3	99.9
Apr.-June		21,277	28,005							
July		1,669	2,671		5.4		7.0		119.4	105.9
Aug.		1,221	1,514		3.7		7.4		126.8	111.4
Sep.		1,156	1,691		3.7		7.2		129.7	112.7
July-Sept.		4,046	5,876							
Season		96,337	105,885						90.5	83.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 19.--Consumer expenditures for juices and canned single-strength fruit drinks, October 1961 to date ^{1/}

Month and Year 2/	Frozen concen- trated juices			Chilled: orange juice			Canned single-strength juices										Canned single-strength fruit drinks					All juices & fruit drinks
	Orange	Miscel- laneous	1,000 dollars	Orange	Grape- fruit	Pine- apple	Prune	Tomato	Miscel- laneous	Total	Orange	Pine- apple	Miscel- laneous	Total	Orange	Pine- apple	Miscel- laneous	Total				
1961-62	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000			
October	24,555	2,781	4,024	2,289	2,086	3,243	3,723	4,530	5,344	21,215	1,376	2,985	4,748	9,109	1,376	2,985	4,748	9,109	61,684			
November	23,020	2,590	3,995	2,286	1,774	3,034	3,613	4,528	4,894	20,129	1,228	2,551	4,503	8,282	1,228	2,551	4,503	8,282	58,016			
December	24,317	2,606	3,943	2,344	2,123	3,389	3,722	4,586	4,894	21,058	1,303	2,326	4,628	8,257	1,303	2,326	4,628	8,257	60,181			
January	26,687	3,055	3,923	2,624	2,287	3,283	4,037	5,119	5,187	22,537	1,990	3,150	5,310	10,450	1,990	3,150	5,310	10,450	66,652			
February	25,275	2,741	4,189	2,681	2,149	3,153	4,114	5,410	5,014	22,521	1,789	3,151	5,517	10,457	1,789	3,151	5,517	10,457	65,183			
March	24,450	3,160	3,897	2,643	2,204	3,421	4,130	4,894	4,967	22,259	1,625	3,159	5,888	10,672	1,625	3,159	5,888	10,672	64,438			
April	22,262	2,908	3,828	2,592	1,911	3,235	3,729	4,759	5,123	21,349	1,963	2,924	6,107	10,994	1,963	2,924	6,107	10,994	61,341			
May	21,422	2,862	3,987	2,544	1,815	3,164	3,828	4,783	5,180	21,314	1,911	2,893	7,100	11,904	1,911	2,893	7,100	11,904	61,489			
June	20,085	2,788	3,882	2,478	1,996	2,871	3,740	4,178	5,090	20,353	1,856	3,097	6,722	11,675	1,856	3,097	6,722	11,675	58,783			
July	19,393	2,915	3,796	2,030	1,756	2,768	3,607	3,996	4,865	19,022	2,095	3,107	6,423	11,625	2,095	3,107	6,423	11,625	56,751			
August	20,342	2,403	3,487	2,145	1,916	2,367	3,390	3,938	4,799	18,555	1,736	2,696	5,718	10,150	1,736	2,696	5,718	10,150	54,937			
September	22,398	2,753	3,674	2,008	1,799	2,588	3,701	4,156	4,422	18,674	1,686	2,731	5,482	9,899	1,686	2,731	5,482	9,899	57,398			
Season	274,206	33,562	46,625	28,664	23,816	36,516	45,334	54,877	59,779	248,986	20,558	34,770	68,146	123,474	20,558	34,770	68,146	123,474	726,853			
1962-63																						
October	22,790	2,621	4,228	2,497	1,911	2,759	3,751	4,891	4,640	20,449	1,767	2,885	4,877	9,529	1,767	2,885	4,877	9,529	59,617			
November	22,621	2,496	4,093	2,276	1,767	2,676	3,741	5,370	4,678	20,508	1,432	2,401	4,811	8,644	1,432	2,401	4,811	8,644	58,362			
December	24,165	2,581	4,359	2,232	1,897	2,812	3,675	4,535	4,750	19,901	1,453	2,208	4,872	8,533	1,453	2,208	4,872	8,533	59,539			
January																						
February																						
March																						
April																						
May																						
June																						
July																						
August																						
September																						
Season																						

^{1/} Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. ^{2/} Data are for 4-week (28 day) periods to facilitate comparisons.

Table 20.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks and other products, December 1962 with comparisons 1/

Commodity	Total purchases			Proportion of families		Purchases per buying family				Average price paid	
	: Share of			: buying		: per month				: per specified unit	
	Dec.: 1961	Dec.: 1962	Change	Dec.: 1961	Dec.: 1962	No.	Dec.: 1961	Dec.: 1962	Dec.: 1961	Unit	Dec.: 1962
	1,000	1,000									
FROZEN CONCENTRATED JUICES											
Orange	7,215	5,728	+26	44.0	39.0	32.7	29.8	1.9	2.0	Ozs.	Ozs.
Miscellaneous	676	643	+5	4.1	4.4	---	---	---	---	16.7	45.7
Total frozen concentrates	7,891	6,371	+24	48.1	43.4	---	---	---	---	---	---
CHILLED ORANGE JUICE	3,002	2,410	+25	4.6	4.1	6.3	5.1	2.6	2.7	42.9	40.6
CANNED SINGLE-STRENGTH JUICES	1,000	1,000									
Orange	699	579	+21	3.6	3.3	6.0	5.2	1.6	1.6	59.7	54.4
Grapefruit	765	796	-4	3.9	4.6	5.4	5.7	1.5	1.6	75.7	71.9
Pineapple	1,015	1,275	-20	5.2	7.3	8.1	10.1	1.4	1.4	70.2	71.1
Prune	636	628	+1	3.3	3.6	6.3	6.7	1.9	1.8	42.6	41.2
Tomato	1,795	1,744	+3	9.2	10.0	15.1	15.3	1.5	1.5	63.9	60.4
Miscellaneous	1,437	1,416	+1	7.4	8.2	17.0	17.2	1.7	1.7	38.5	40.0
Total canned juices	6,347	6,438	-1	32.6	37.0	41.2	41.5	2.2	2.3	54.5	53.8
CANNED SINGLE-STRENGTH FRUIT DRINKS											
Orange	496	423	+17	2.5	2.4	3.2	3.0	1.5	1.5	78.6	76.0
Pineapple-grapefruit	855	875	-2	4.4	5.0	5.9	6.3	1.4	1.5	81.6	77.8
Miscellaneous	1,508	1,404	+7	7.8	8.1	11.2	10.9	1.6	1.7	65.4	61.1
Total canned fruit drinks	2,859	2,702	+6	14.7	15.5	17.4	17.6	1.8	1.8	72.0	67.8
GRAND TOTAL JUICES & FRUIT DRINKS 3/	39,446	17,404	+12	100.0	100.0	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	201	174	+16	---	---	3.3	3.2	1.4	1.4	38.6	35.7
REFRIGERATED SALAD & SECTIONS 4/	1,000	1,000									
Orange and grapefruit sections	142	---	---	---	---	0.8	---	1.4	---	30.0	---
Grapefruit sections	6/	---	---	---	---	---	---	---	---	---	---
Other citrus salads	175	---	---	---	---	1.0	---	1.4	---	29.3	---
Total salads and sections	317	---	---	---	---	1.7	---	1.5	---	29.4	---
FRESH CITRUS FRUIT 5/	1,000	1,000									
Oranges	42,444	48,925	-13	---	---	41.5	44.4	1.7	1.9	12.9	14.4
Grapefruit	11,349	11,023	+3	---	---	23.7	25.1	1.8	1.8	6.0	5.9

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Not available prior to October 1962. 5/ Not reported in 1960-61, and 1961-62; comparative data are for corresponding month of 1959-60. 6/ Too few buyers to permit analysis. * Per 6-ounce serving.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

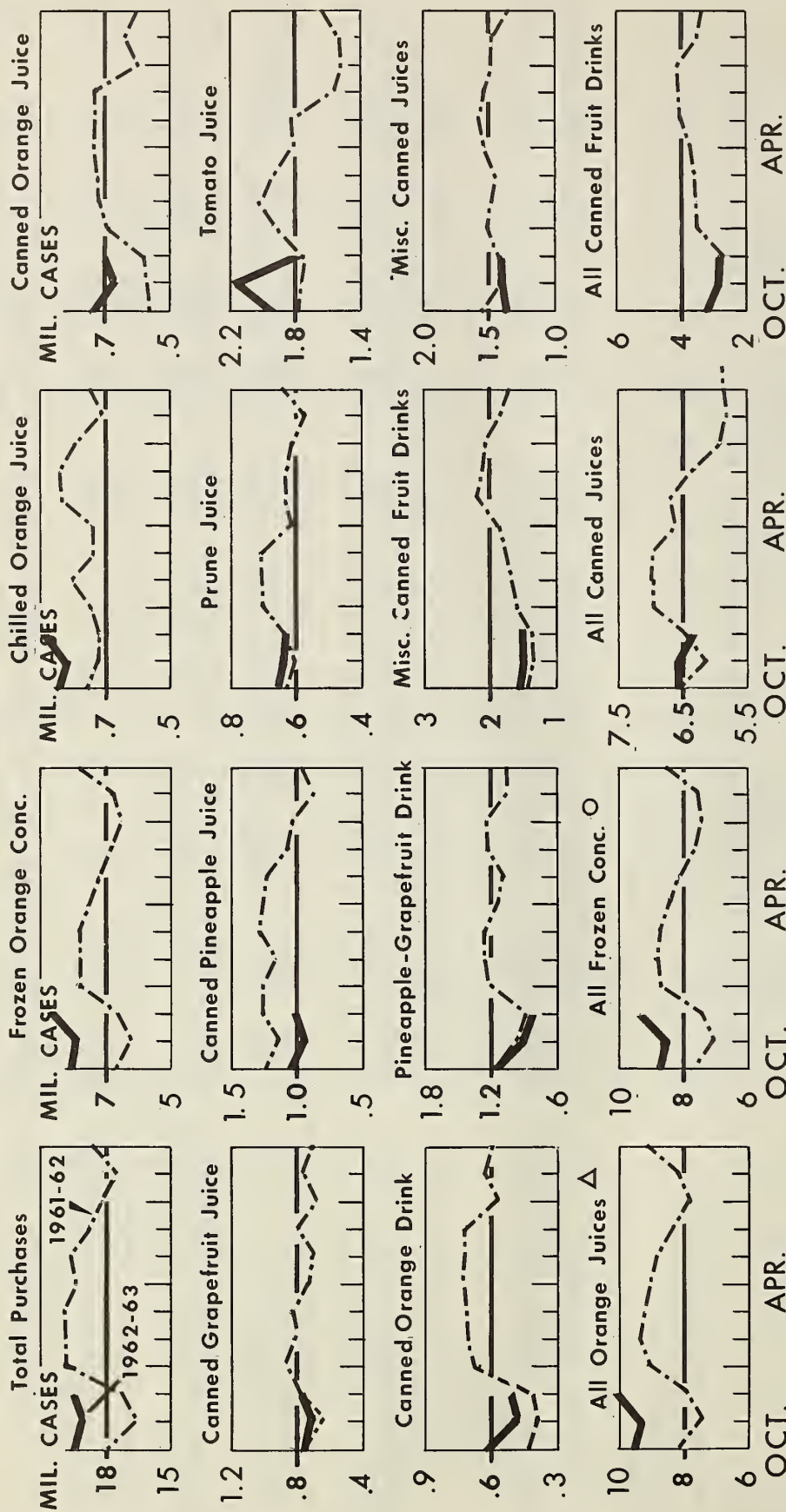


Figure 11

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

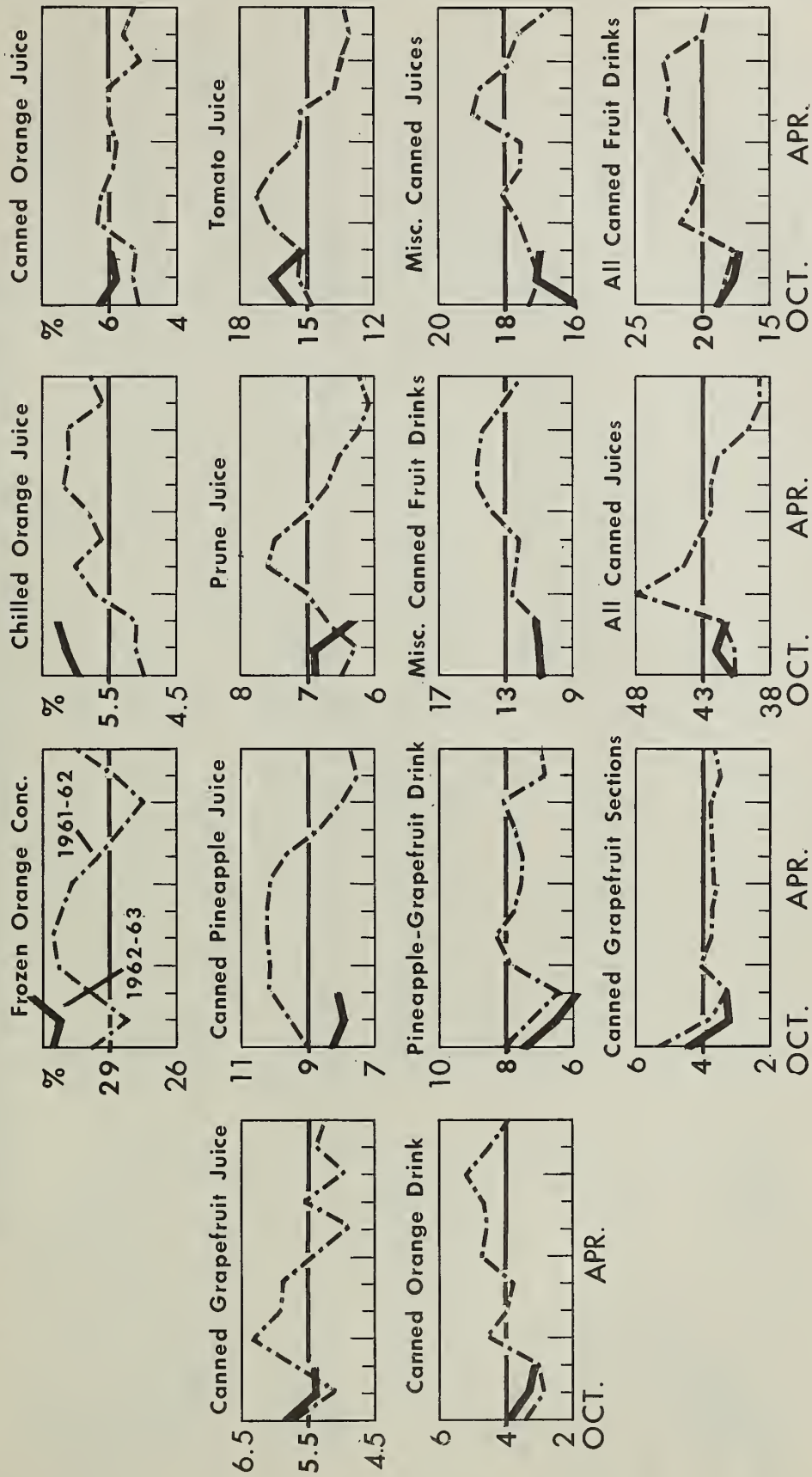
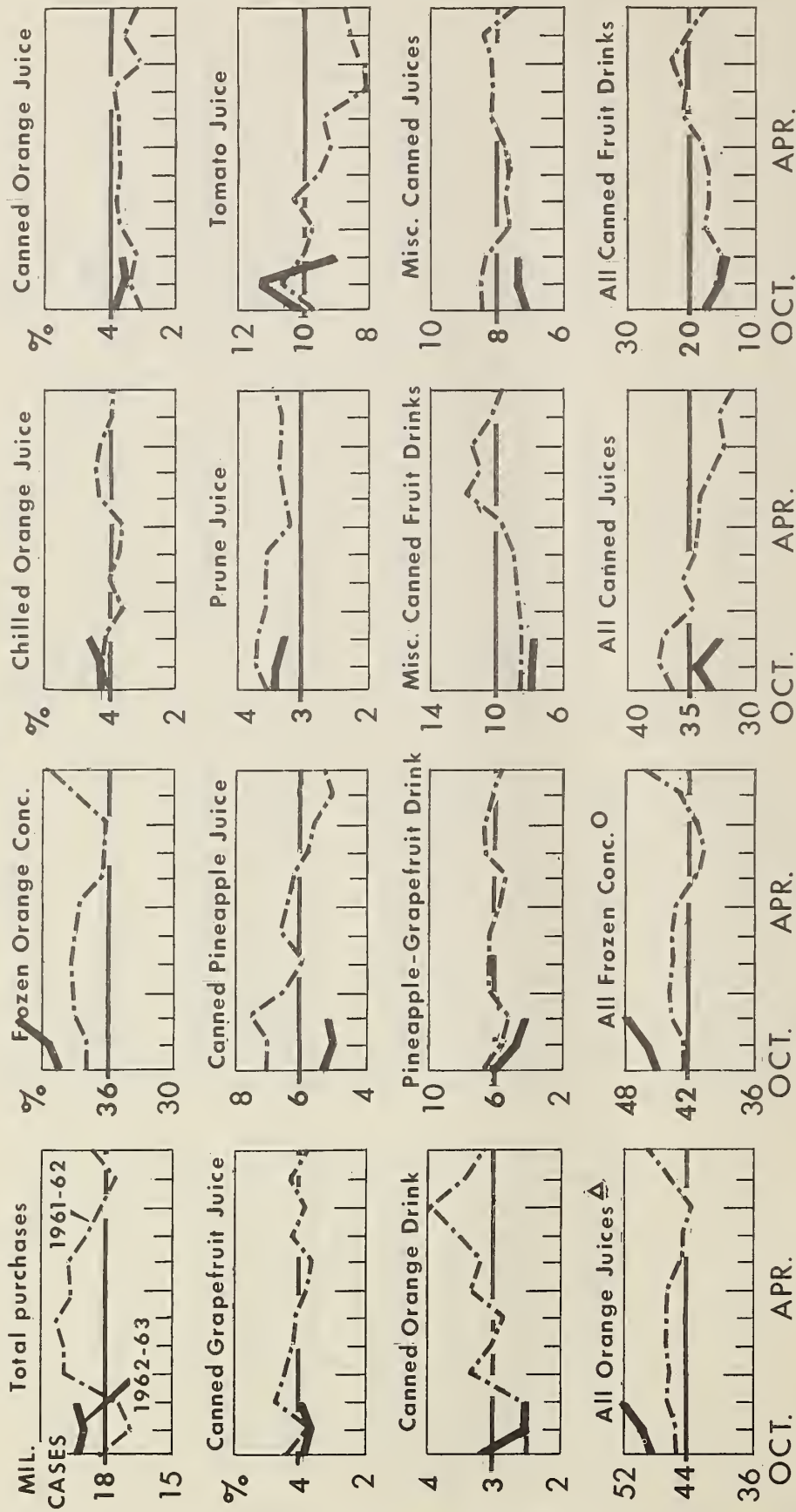


Figure 12

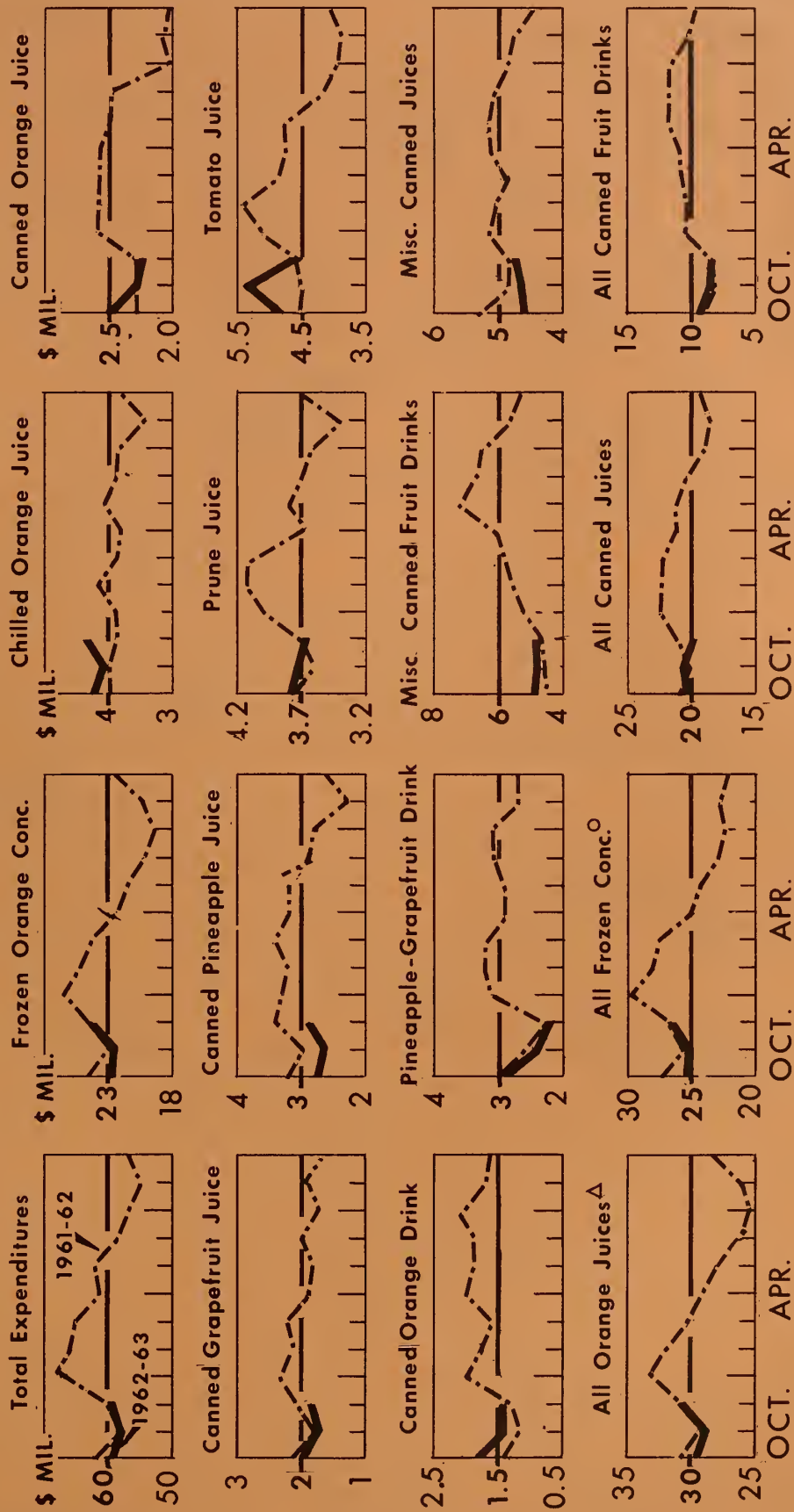
SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS



△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 13

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN



△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 14

UNITED STATES DEPARTMENT OF AGRICULTURE

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